

# R.J. Reynolds

Tobacco Co.

*Amy Mc Partlan*  
Systems Coordinator  
150 Lawrence Bell Dr.  
Suite 108  
Williamsville, NY 14221  
(716) 634-8577  
(716) 634-3145

July 1, 1996

RJR Account #664266  
QUEEN CITY TOBACCO

## ***August Distributor Programs***

Dear Mohammed:

### **Salem 30¢ off 1 Pack (#601304)**

We have ordered 4 SKUs of shipper displays (item #512561) for the listed promotion.

Displays will arrive on August 7, 1996.

Attached is a list of accounts authorized to receive this promotion. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Amy*

A.McPartlan  
#1610  
c: C. Alessandra

COPY

51859 6256

USE THIS FORM AS MASTER AND COMPLETE FOR ALL PARTICIPATING DIRECT ACCTS  
**AUGUST 1996 SALEM DPC PRODUCT / DISPLAY ORDER FORM**  
Distributor Promotion Coverage

**SALEM 30¢ OFF 1-Pack / #601304**

Please complete and return this form to the ROU by no later than:  
**June 4, 1996**

\_\_\_\_\_  
MGR's NAME

**REGION ALLOCATION: 176 SKUs**  
**ALLOCATION**  
**(Item #512561)**  
**PACKED 5 DISPLAYS / SKU**

ROU: Send (x) \_\_\_\_\_ Do NOT Send (x) \_\_\_\_\_  
CUSTOMER LETTERS TO PARTICIPATING ACCOUNTS

I WILL NEED THE FOLLOWING PRODUCT / DISPLAYS ORDERED TO THE LISTED DIRECT ACCOUNT(S):

Queen City 1064266 4  
DIRECT ACCOUNT SIS # No. / SKUs (#512561)  
PRODUCT ARRIVAL DATE: 8/7/96 (MGR. FILL IN)  
SALEM BRAND STYLES / NUMBER OF CASES NEEDED

KING 12M	100 12M	LIGHT 12M	LIGHT 100 12M

6170-0155

\_\_\_\_\_  
DIRECT ACCOUNT SIS # No. / SKUs (#512561)  
PRODUCT ARRIVAL DATE: \_\_\_\_\_ (MGR. FILL IN)  
SALEM BRAND STYLES / NUMBER OF CASES NEEDED

KING 12M	100 12M	LIGHT 12M	LIGHT 100 12M

Mail / Fax this form to ROU, Attn: Amy  
5/96

51859 6257